2040429484

EXECUTIVE SUMMARY

Source: https://www.industrydocuments.ucsf.edu/docs/qjfn0004

CAMBRIDGE
EXECUTIVE SUMMARY

1995 OBJECTIVES

- Hold Volume and SOM Erosion.
- Maintain Viability of Trademark.

BRAND POSITIONING

- Cambridge is a Discount Brand that Provides Consumers an Assurance of Quality at a Sensible Price.

1995 STRATEGIES

- Target Spending To Key Markets, Outlets, and Consumers.
- Continue Loyalty Building / Maintenance Programs.
- Leverage Brand Essence Throughout Marketing Efforts.
- Generate Competitive Trial or Retrial.
- Heavy-up Marketing Efforts in Vulnerable Markets.

2040429485

Source: https://www.industrydocuments.ucsf.edu/docs/qjfn0004